

RecallResponse™



The threat of a product recall is becoming increasingly prevalent for many industries. Whether voluntary or involuntary, a product recall can be very costly – not only to a company's balance sheet but also to its brand reputation. A product recall can affect all companies involved in the commerce chain, including processors, distributors and retailers.

RecallResponse™ offers the flexible coverage needed in order to protect a company against this risk. Each policy is tailored specifically for each client based upon individual needs and considerations, including quality control measures, past recall history, packaging processes and current recall protocols.

Why choose AIG?

Market Commitment

- Risk appetite
- Unwavering capacity
- Unique expertise
- Decades of experience

Claims Capabilities

- Dedicated service centre
- Proven specialist network
- 24/7 availability
- Exceptional crisis response

Expert Consultants

- Pre-incident training
- Global reach
- Significant value-add
- Educational resources

Coverage Highlights

- Comprehensive coverage is provided for a product recall that results in, or creates a threat of bodily injury or property damage
- First-party covered recall expenses include:
 - Cost of notifying customers of a recall
 - Cost of shipping and disposing of the recalled product
 - Extra warehouse expenses
 - Costs associated with refunding, repair or replacement and shipment of a new product back to the customer
- Third-party compensatory damages contractually required to pay a distributor or purchaser of a recalled product are also covered
- Third-party covered compensatory damages include:
 - Cost of repair of the third-party's product
 - Business interruption caused by the recall
 - Damage to the brand reputation of the third-party
- Defence costs incurred as the result of any claims made from the product recall
- Additional coverage enhancements are available upon request, including coverage for the costs associated to refund, repair or replace a product and the costs associated with impaired property



RecallResponse™

Strategic Partnership

We have formed a strategic partnership with a prominent consultant to aid in the handling and mitigating of product recall risks. An enhanced conduct exclusion triggered only after a final, non-appealable adjudication in any underlying proceeding

- NSF International (NSF) is a distinguished, third-party food safety and quality auditing company that specializes in customized audits of process systems, sanitation, good manufacturing practices and facility biosafety programs. NSF can provide clients with food and safety consulting such as expert witnesses, food safety program review and laboratory analysis immediately after a notice of loss.

Target Classes

RecallResponse™ is designed to provide coverage for the following classes:

- Ingredient manufacturers and suppliers
- Flavours and fragrance
- Food and beverage manufacturers or distributors
- Meat or seafood processors
- Chemicals (food and cosmetic grade)
- Medical devices
- Packaging product manufacturers
- Educational toys
- Consumer product manufacturers
- Children's product manufacturers
- Safety product manufacturers

Advantages and Benefits

- Dedicated claims personnel are available from the first notice of loss and can provide global support
- Our unwavering capacity is available up to \$10 million
- We have strong relationships with exceptional independent adjusters, forensic accountants and coverage counsel around the world available to assist with understanding local government product regulations and requirements



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